



Keeping The Twin Counties Cleaner, Greener, and More Livable

Keep America Beautiful of Nash & Edgecombe Counties



A Message from the KAB Coordinator

What an exciting season for KAB of Nash & Edgecombe Counties! The NC Big Sweep is now over and it was a huge success. Splash for Trash served as the kick-off event of the NC Big Sweep and included a waterway and shoreline cleanup. In total, NC Big Sweep involved 115 inmates and 294 individuals volunteering more than 1,070 hours and retrieving 13,280 pounds of litter and debris along highways, streets, waterways, walking trails, and parks in the Twin County area.

A special thanks is extended to all of our NC Big Sweep volunteers and sponsors for their support. The cleanup gathered many volunteer groups

including Boys & Girls Club of Nash & Edgecombe Counties, Boy Scouts Troop # 587 and 37, Girl Scout Troop # 1438 and 254, Rocky Mount Area Youth Council, local churches, schools, businesses, and community organizations.

Thanks to our business partners, the volunteers were greeted with refreshments provided by Biscuitville, Sara Lee Bakery Company, SunDrop/Canada Dry Bottling Company, Wal-Mart, and Krispy Kreme Doughnuts.

I also want to salute our local media partners — First Media Radio Group, WHIG-TV 17, The Daily Southerner, Rocky Mount Telegram, and Nashville Graphics — for continuing

to promote and increase the community's awareness of the KAB program.

In the fall of 2010, the following new groups were welcomed to the Adopt-A-Spot Program: Junior Guild of Rocky Mount (Wellington Drive in Rocky Mount), In Loving Memory of Ebony Gaines (Chippenham Road in Rocky Mount), and Nash County DSS Child Protective Services (Hammond Street in Rocky Mount).

Thank you again for your continued involvement and support. We look forward to another great year.

Cornelia McGee-Anthony
KAB Coordinator

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2010 Highlights:

- Fountain Correctional Center inmates retrieved 272,480 lbs of litter, cleaned 827.5 miles of roads, and worked 14,116.75 hours.
- 1,506 community volunteers collected 14,120 pounds of litter, cleaned 60 road miles, and worked 2,995.65 hours.
- KAB of Nash & Edgecombe Counties received the 2010 President's Circle Recognition Award.
- Awarded third place in the first-time implementation category for Cigarette Litter Prevention Program National Award.

Let's Make 2011 Great!

Mark your calendars now to volunteer for the spring Great American Cleanup and the fall NC Big Sweep Cleanup. The Great American Cleanup is scheduled from March 1-May 31, and the fall NC Big Sweep between September 17–October 15. Volunteers are needed to make the cleanups successful.

For more information on the Great American Cleanup or NC Big Sweep, contact KAB of Nash & Edgecombe Counties at (252) 467-4960 or visit our website:

kab.rockymountnc.gov

Litter Art Awards

During the Down East Festival of the Arts on October 9, KAB of Nash & Edgecombe Counties sponsored the 2010 Juried Litter Art Show as part of our NC Big Sweep litter prevention and education campaign. More than 380 students wrote about and made art out of recyclable plastics. This anti-litter activity was educational and it taught students individual responsibility for improving their community environment, instilled a sense of community pride in the children, and promoted the statewide plastic bottle disposal ban. All students received prizes and those with the highest judging scores received a plaque or trophy. Thanks to The Bowling Center for the free game of bowling coupons. Congratulations is extended to the winners and the following participating schools: Bailey Elementary, D.S. Johnson Elementary, Englewood Elementary, G.W. Carver Elementary, Nash Central Middle, Our Lady of Perpetual Help, Parker Middle, Red Oak Elementary, Rocky Mount High, Southern Nash High, Southwest Edgecombe High, and Swift Creek Elementary. Everyone did a great job!



Rocky Mount High School won Best School in Show.



Alma Valdez, a Rocky Mount High School student, won in three different categories: the Best Overall Piece in Show, Best High School Art Piece, and Best Student Art Piece.



Wreisi Wilkins, Michael Vick, Brittany Cherry, Hana Al-Kobri, Dante Parker, Keyshawn Edge, Alec Freshwater, Quierra Ricks, and Genequa Edmondson, all students at Parker Middle School, won Best Middle School Art Piece.



Bailey Elementary School 4th and 5th grade classes won Best Elementary School Art Piece.

KAB of Nash & Edgecombe Counties Recognized at KAB National Conference

KAB, Inc. honored KAB of Nash & Edgecombe Counties on December 10 during the 57th Annual KAB National Conference in Orlando, Florida for distinguishing itself as exemplary organization. KAB of Nash & Edgecombe Counties took third place in the first-time implementation category for its Cigarette Litter Prevention Program. The KAB National Cigarette Litter Prevention Program Awards are open to all affiliate participants for their cigarette butt litter reduction efforts during 2010. The honored organizations are those who addressed and implemented the program's four key strategies: encourage support of litter laws that include cigarette litter; raise awareness about the issue using public service messages; place ash receptacles at transition points such as entrances to public buildings; and distribute pocket ashtrays to adult smokers.

Also, KAB, Inc. honored KAB of Nash & Edgecombe Counties with the President's Circle Award at the President's Circle Award Luncheon, during the 57th Annual KAB National Conference. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit to reduce litter, minimize waste and recycle, and beautify their local communities.

In qualifying for a President's Circle Award, Keep America Beautiful of Nash & Edgecombe Counties met Keep America Beautiful's standards of excellence by conducting an annual Litter Index, calculating the affiliate's cost/benefit ratio, and engaging volunteers to take greater responsibility for their community environment. In addition, award recipients must conduct activities in Keep America Beautiful's three core focus areas of litter prevention, recycling and waste reduction, and beautification/community greening.

"One of Keep America Beautiful's most effective tools is the work of our grassroots network of affiliate organizations, which has an impact on millions of Americans each year," said Keep America Beautiful President and CEO Matthew M. McKenna. "Our affiliates are providing real solutions to problems like litter, graffiti, illegal dumping and other community blights. By engaging people of all ages in community improvement efforts, Keep America Beautiful of Nash & Edgecombe Counties is represented among the best in promoting the values Keep America Beautiful espouses nationally."

NC Wesleyan College Volunteers "September 11th Day of Service"

Keep America Beautiful of Nash & Edgecombe Counties had 20 volunteers through the North Carolina Wesleyan College's "September 11th Day of Service" to engage in the Cigarette Litter Prevention project along the Tar River Trail on September 11. The cleanup project was an overwhelming success with over 2,400 cigarette butts retrieved. What a great way to create positive change through service in our community!



A group of volunteers from NC Wesleyan College clean up cigarette litter along the Tar River Trail in Rocky Mount.

KAB Educational Activities

A number of outreach efforts to promote KAB were undertaken from July to December 2010. Educational displays were set up at the Down East Festival, Rocky Mount Fair, Rocky Mount Business Expo, and the City of Rocky Mount's National Lead Poisoning Prevention Week. The KAB Coordinator also conducted numerous television and radio interviews and made presentations to the Harrison Family YMCA Summer Camp Program, Edgecombe Community College Phi Theta Kappa Chapter, Rocky Mount Area Chamber of Commerce Community Pride Committee, City of Rocky Mount Fire Department, Edwards Middle School—Academically or Intellectually Gifted (AIG) students, Southern Nash Middle School, and Rocky Mount Preparatory School - 1st graders.



KAB had a recycling exhibit display at the Rocky Mount Business Expo on October 12, 2010.

Keep America Beautiful of Nash & Edgecombe Counties

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VOLUNTEERS NEEDED

Keep America Beautiful of Nash & Edgecombe Counties is in need of volunteers to serve on the KAB Advisory Board. If you have an interest in making a difference in the Twin County area's environment, this is a good opportunity for you. Call 467.4960 for more information.

KAB of Nash & Edgecombe Counties Salutes Volunteers

KAB of Nash & Edgecombe Counties salutes Upsilon Lambda Chapter of Delta Sigma Theta Sorority, Inc. for their efforts in cleaning the NC Wesleyan College campus during NC Big Sweep and also sponsoring "I Can, You Can, We Can Make a Difference! Aluminum Can Drive" for the America Recycles Day. On September 17–19, six volunteers worked for nearly five hours cleaning the campus and its surrounding area in Rocky Mount.

KAB of Nash & Edgecombe Counties appreciates the hard work of these volunteers. These volunteers retrieved eight bags of litter and three bags of recyclables for NC Big Sweep and collected seven bags of aluminum cans for America Recycles Day.

We invite you to look around your neighborhood and see what you can do to make a difference. Round up your family, friends, neighbors, or coworkers and clean up a problem area that you pass on your way to work, school, or church every morning. Contact KAB of Nash & Edgecombe Counties for more information on how to coordinate your cleanup and be sure to take photos to submit to us. Then you too can be recognized in our newsletter.



Upsilon Lambda Chapter of Delta Sigma Theta Sorority, Inc. clean up NC Wesleyan College campus during the NC Big Sweep Cleanup.



Local college sorority proudly shows off the aluminum cans they collected for America Recycles Day.